

Shopping Motives, Mall Attractiveness, and Visiting Patterns in Shopping Malls in the Middle East: A Segmentation Approach

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ABSTRACT

Middle Eastern consumers change their shopping behaviors in line with developments in global markets. Large-scale Western-style malls with various well-known stores, shops, and cafes and restaurants have become shopping and attraction spaces. The purpose of the study is to segment Lebanese customers based on mall shopping motives. The data in the study were collected through a structured questionnaire distributed in the main shopping malls of the Lebanese capital, Beirut. A total of 300 mall customers were interviewed at mall exits. Respondents were intercepted by employing simple random sampling. The data were analyzed using exploratory factor and cluster analyses. This study revealed three main shopping motives: hedonic, efficiency, and accomplishment. It also identified three mall shopper segments: hedonists, achievers, and efficient shoppers. Each segment was also profiled in terms of mall attributes, visiting patterns, and demographics. The study clearly indicated significant differences among those segments. The study findings further indicated that the characteristics of different mall customer segments in Lebanon are in line with the studies conducted in other countries, although there are significant differences among the clusters. Identifying mall shopping motives and segmenting customers on those motives enables mall managers to develop appropriate retailing strategies to satisfy each segment.

Keywords: Mall shopping motivations, Shopping outcomes, Mall visiting patterns, Cluster analysis, Lebanon.

INTRODUCTION

The shopping mall concept has increasingly gained more ground in retailing over the past six decades (Nicholls, Fuan, Kranendonk, & Roscow, 2002; Southworth, 2005). Malls are emerging in greater numbers and changing the way customers like to shop (Li, Zhou, Nicholls, Zhuang, & Kranendonk, 2004), especially in countries with an emerging economy. Malls have become the central point of community entertainment and contribute to a city's social and economic environments. Malls are of great importance for customers and the retail trade in any economy; they are also an important part of urban development. Shopping plays a pivotal role in consumers' lives, with malls not just being places for retail but also for socializing and entertainment. They not only contain shops but also private and public services such as banks, money exchange offices, health centers, libraries, citizen services, etc. Malls also offer a range of experiences such as cinemas, restaurants, coffee shops, and entertainment facilities.

Over the past several decades, retailing has become increasingly competitive. As the industry has matured, competition has grown in intensity and complexity, while consumer demand has changed and become more fragmented. This has led to the appearance of different specializations and formats in retailing, and, in such an environment, the understanding and prediction of consumer behavior are important subjects for retail research. Based on customer segmentation, managers can easily develop their marketing plans and strategies in order to satisfy the needs of various mall customers and ultimately obtain their loyalty (El Hedhli, Zourrig, & Chebat, 2016).

Markets in the Middle East continue to attract an increasing number of international retailers, competing with established global retail centers. In line with the recent diffusion of global culture, Arab consumers enjoy shopping from large-scale malls with the extreme offering of a themed ambiance, multicultural restaurants, and luxurious Western products and brands. These developments have changed and reshaped the traditional shopping patterns of Arab consumers (Cherrier, Rahman, Mady, & Lee, 2009; El-Adly, 2007). As a whole, the Middle East offers a great opportunity for mall retailing.

Surprisingly, the literature review indicates that only a few studies have been undertaken in the Middle East, despite the region attracting a plethora of foreign investors and multinational companies. This paper, therefore, attempts to investigate shopping motivations in Lebanon, one of the Middle Eastern countries, and to cluster Lebanese customers based on shopping motivations. The study also explores the customer characteristics in each segment based on mall attributes, visiting patterns, and socio-economic characteristics. To achieve those objectives, this paper is divided into the following sections. First, the literature review is presented, followed by an explanation of

the methodology employed in the study. Second, the findings of this study are explained. Third, the conclusions and implications are discussed for the industry and researchers, with limitations and suggestions for further research.

LITERATURE REVIEW

Market segmentation is one of the most traditional techniques used in marketing to understand customers, followed by market targeting and positioning. Market segmentation is defined as dividing a market into a distinct group of customers with different characteristics, needs, or behaviors who might require separate products or marketing mixes. Yankelovich and Meer (2006) argued that market segmentation, if properly applied, would guide companies in customizing their product and service offerings to the consumer groups most likely to purchase them. Market segmentation is generally considered as being more productive than treating the entire market in an undifferentiated manner (Dibb, Stern, & Wensley, 2002). The process of segmentation assists marketers to strategically define target consumer groups and subsequently direct available resources to the most promising segments (McDonald & Dunbar, 2012; Yankelovich & Meer, 2006), each of which differs in a substantively meaningful way. Briefly, the rationale behind market segmentation is to provide better value to consumers and, in return, to increase company sales, market share, and profitability. The current study clusters mall consumers based on shopping motives, mall attributes, mall activities, and socio-economic characteristics.

Shopping Motives

Several studies in the literature have investigated underlying consumer shopping motivations. The earliest typology, by Stone (1954), identified four shopper groups: the “economic shopper” tends to give emphasis to price, quality, and variety of merchandise; the “personalizing shopper” looks for personal relationships in the context of shopping; the “ethical shopper” employs moral principles in the choice of stores; and the “apathetic shopper” shops out of necessity. Tauber (1972) categorized shopping motivations as personal and social motives. Personal motives include role-playing, diversion, self-gratification, learning about new trends, physical activity, and sensory simulation. Social motives for shopping involve social experiences outside the home, communication with others having a similar interest, peer group attraction, and status and authority. Bellenger, Robertson, and Greenberg (1977) identified the recreational shopper as well as the convenience (economic) shopper. Unlike the economic shopper, the recreational shopper

seeks a recreational experience and gains satisfaction beyond that experienced by the actual products and services purchased.

Babin, Darden, and Griffin (1994) distinguished utilitarian motivations that are directed toward satisfying a functional or economic need, and hedonic shopping motivations that are recreation-, pleasure-, and simulation-oriented. Arnold and Reynolds (2003) identified six hedonic shopping motivations: adventure, social, gratification shopping, idea shopping, role shopping, and value shopping. The authors indicated that consumers go shopping to obtain a multitude of experiences such as thrill, excitement, and the ability to have an out-of-this-world experience charged with sounds, sights, and smells. Kim (2006) analyzed hedonic and utilitarian shopping motivations among inner city and non-inner-city shoppers based on the work of Arnold and Reynolds (2003). Alongside the six hedonic motivations, he grouped utilitarian motivations into two subdimensions: “achievement” and “efficiency.” Indeed, many consumers today are becoming more concerned about efficiency due to time pressure. El-Adly and Eid (2015) introduced self-gratification, epistemic, social interaction, spatial convenience, transaction convenience, and time convenience values with hedonic and utilitarian values.

It can be concluded that numerous shopper typologies in the literature are based on shopping motives, which can be classified under two general motives: First, utilitarian shoppers are those who are practical in their purchases and seek to gratify their most utilitarian needs; this group has been identified as minimalists, serious, or mission shoppers (Gonzalez-Hernandez & Orozco-Gomez, 2012). Second, hedonic shoppers regard the shopping mall as a place for social, entertainment, and leisure activities. This group has been labelled grazers, entertainment, recreational, relaxed, or full-experience shoppers. Table 1 presents a summary of the main shopping typologies with country, study focus, sample size, and main mall shopper segments.

Table 1. Summary of Main Shopping Typologies

Study	Country	Study focus	Sample size	Shopper types
Stone (1954)	USA	Shopping motives	124 female department store shoppers	<ul style="list-style-type: none"> • Economic • Personalizing • Ethical • Apathetic
Tauber (1972)	USA	Shopping motives	30 adult shoppers interview	<ul style="list-style-type: none"> • Personal • Social
Bellenger <i>et al.</i> (1977)	USA	Shopping motives	324 adult female shoppers	<ul style="list-style-type: none"> • Apathetic • Recreational • Functional
Babin <i>et al.</i> (1994)	USA	Shopping motives	404 shoppers	<ul style="list-style-type: none"> • Utilitarian • Hedonic
Bloch <i>et al.</i> (1994)	USA	Mall activities Benefits	600 adult shoppers	<ul style="list-style-type: none"> • Mall enthusiasts • Traditionalists • Grazers • Minimalists
Terblanch (1999)	South Africa	Shopping benefits	1365 shopping centre shoppers	<ul style="list-style-type: none"> • Functional • Recreational • Social
Arnold and Reynolds (2003)	USA	Hedonic shopping motives	266 adult store and mall shoppers	<ul style="list-style-type: none"> • Adventure • Social • Gratification • Idea • Role • Value
Ruiz <i>et al.</i> (2004)	Canada	Mall activities Psychographics Perception Emotion Atmospherics Density Approach avoidance reaction Non-economic costs Socio-demographic characteristics	889 adult shoppers	<ul style="list-style-type: none"> • Recreational • Full experience • Browsers • Mission
Haanpaa (2005)	Finland	Shopping motives Socio-demographic characteristics	1370 adult shoppers	<ul style="list-style-type: none"> • Hedonic • Recreational • Economic • Convenient
Kim (2006)	USA	Shopping motives Store evaluative criteria Socio-demographic characteristics	662 adult shoppers	<ul style="list-style-type: none"> • Alpha shopper • Economic shopper • Beta shopper • Functional shopper • Mission specialists

Table 1. Summary of Main Shopping Typologies (Con.)

Millan and Howard (2007)	Hungary	Shopping motives Shopping values Shopping enjoyment Shopping behaviour Socio-demographics	355 adult shoppers	<ul style="list-style-type: none"> • Relaxed utilitarians • Strict utilitarians • Committed customers • Browsers
El-Adly (2007)	UAE	Perceived mall attributes Visiting patterns Socio-demographics	404 university personnel	<ul style="list-style-type: none"> • Relaxed shoppers • Demanding shoppers • Pragmatic shoppers
Teller <i>et al.</i> , (2008)	Austria	Shopping values Perceived mall attributes Socio-demographics	1061 adult shoppers in a shopping street and 1081 adult shoppers in a mall	<ul style="list-style-type: none"> • Pure hedonists • Slight hedonists • Slight utilitarians • Pure utilitarians
Gilboa (2009)	Israel	Mall activities Visiting patterns Motivations Socio-demographics	335 adults from malls and 301 through phone survey	<ul style="list-style-type: none"> • Disloyal • Family bonders • Minimalists • Mall enthusiasts
Farrag <i>et al.</i> (2010)	Egypt	Motivations Socio-demographics	502 adult shoppers	<ul style="list-style-type: none"> • Family focused • Hedonists • Strivers
Gilboa (2012)	Israel	Mall attributes Mall activities Visiting patterns Socio-demographics	725 respondents through mall survey	<ul style="list-style-type: none"> • Enthusiasts • Recreationals • Utilitarians
El-Adly and Eid (2015)	UAE	Shopping motives		<ul style="list-style-type: none"> • Self-gratification • Epistemic • Social interaction • Spatial convenience • Transaction convenience • Time convenience

Mall Attributes

Investigating what attributes make a shopping mall attractive has been the subject of many studies since the 1960s. Distance from the consumer's home and size of the shopping mall were found to be the most significant attributes in the first studies (Brunner & Mason, 1968; Cox & Cooke, 1970). However, studies at the end of the 1970s and beginning of the 1980s began employing multidimensional models by adding more cognitive attributes in order to better explain a shopping mall's attractiveness. These cognitive attributes have evolved into the concept of shopping mall image, which describes consumers' perceptions. For example, Mas-Ruiz (1999) identified three main attributes to measure shopping mall image: shopping environment, variety and professionalism, and parking. In another study (Sit *et al.*, 2003), four main components of

shopping mall image were recognized: merchandising, accessibility, services, and atmospherics. In a recent study, Tandon, Gupta, and Tripathi (2016) identified four groups of mall attractiveness factors in India, namely, atmospherics, entertainment, tenant management, and facilities management.

Consumers evaluate shopping malls based on different attributes or dimensions. For example, Singh and Sahay (2012); Wong, Wong, and Wong (2012); and Jackson, Stoel, and Brantley (2011) found convenience and location to be the most important mall attributes. Michon, Yu, Smith, and Chebat (2008) and Anselmsson (2006) identified mall atmosphere as one of the significant dimensions. Some studies stressed the significance of the presence of anchor stores (Shanmugan, 2013; Damian, Curto, & Pinto, 2011; Finn, 1996), variety of stores, or tenant mix (Chebat, Sirgy, & Grzeskowiak 2010; El-Adly, 2007; Lee, Ibrahim, & Hsueh-Shan 2005) and retail assortment (Chebat *et al.*, 2010; Yilmaz, 2004; Frasquet, Gil, & Molla 2001). Unsurprisingly, malls perceived to have stores with acceptable prices are more likely to be favoured by shoppers than malls with stores having unacceptable prices (Chebat *et al.*, 2010; Yilmaz, 2004). Others (Sit & Birch, 2014; Jackson *et al.*, 2011; Lotz, Eastlick, Mishra, & Shim, 2010) found that entertainment was one of the attractiveness attributes for the malls. Special events such as cultural performances, exhibitions, fashion shows, and parties were also found to be essential mall attributes (Lee *et al.*, 2005). As the literature review indicates, while there is no consensus on the attributes that attract consumers to malls, there is a group of dimensions common to several studies. It is also evident that the existence of certain mall attributes leads to positive customer satisfaction and behavioral intentions. For example, El Hedhli *et al.* (2016) concluded that, if customers experience pleasurable moments and enjoyable activities during their shopping trips to malls, they will develop more positive attitudes toward malls that will ultimately be transformed into positive behavioral responses such as positive word of mouth. Khong and Ong (2014) also identified that customer perception of the style, variety, and quality of the products and services in the shopping mall results in patronage loyalty.

Visiting Pattern

“Visiting pattern” refers to aspects of visitors’ behavior such as frequency of trips to the mall, time spent at the mall, the number of malls visited, and mall companions (Millan & Howard, 2007; El-Adly, 2007). For example, mall customers tend to buy more products and spend more money when accompanied by a friend or relative (Borges, Chebat, & Babin, 2010; Nicholls *et al.*, 1997). Purchases made during shopping trips can be either planned or unplanned. There is also a positive relationship between the time and

money spent in malls: The longer visitors stay in malls, the more money they spend (Kuruvilla & Joshi, 2010). Some studies (Li *et al.*, 2004; Nicholls *et al.*, 1997) revealed that the frequency of shopping, shopping duration, and time significantly affect shopping behavior. Cai and Shannon (2012) found that consumers' attitudes toward mall attributes relate positively with their shopping intention, which also has a positive effect on their shopping frequency and money spent in the mall.

Country Background

As the relative proportion of the various sects is politically sensitive, Lebanon has not collected official census data on ethnic background since 1932 under the French Mandate. It is therefore difficult to conduct an exact demographic analysis of Lebanese society. Its population is estimated to be around 6 million.

Lebanon is a service-based economy. Between 1997 and 2008, growth was driven by three sectors: retail and wholesale trade, telecoms, and banking. The retail and wholesale trade sectors have contributed 9.4% to the Lebanese economy over the past decade (Mottu & Nakhle, 2010). Lebanon is also grouped as an "upper-middle income" economy by the World Bank with a per capita income of over \$8,000. Although there are no official statistics in the country, it is believed that around 5% of the Lebanese population is extremely wealthy and can afford a luxurious and lavish lifestyle, while 30% to 40% of the population belongs to the middle-income class who are affluent enough to pursue a quality lifestyle and demand branded products. The Lebanese themselves are extremely concerned with appearance and image, so they spend a lot of money to stay abreast of the latest fashion trends and fashion lines (Sharif, 2017). In the elite of Lebanese society, the most important thing is to see and be seen (Sherlock, 2015). The Lebanese are adaptive to Western culture and this type of lifestyle. Beirut, which is the capital of Lebanon, has long been known as the fashion and lifestyle trendsetter of the Middle East.

Shopping malls have become a key part of district renewal. The concept of a singularly owned and operated multitenant commercial property is thriving. The shopping mall industry forms an important player in the Lebanese economy and society. As a principal facilitator of retail sales, it is a major contributor to private consumption and receives a significant amount of investment. Moreover, the shopping mall industry generates employment among young adults and is a critical source of flexible working opportunities for students (Blominvest Bank Report, 2015). Although it has recently attracted many investors to build modern shopping malls and other types of shopping

centers, political tension due to the conflicts in the region pose a major threat to this industry.

RESEARCH METHODOLOGY

Data Collection Method and Research Sample

The data in the study were collected through a structured questionnaire distributed in the main shopping malls in Beirut in 2017. Respondents were intercepted by employing systematic random sampling in order to have a more representative sample. Mall customers were interviewed at mall exits. Three hundred people were surveyed, of which 174 were female and 126 were male. Respondents with university and higher degrees represented more than 80% of the sample. Of the sample, 55% respondents were single and 45% married; almost 70% of the respondents were younger than 40 years old. Public and private sector employees were the majority of the sample with 37%. Table 2 presents respondent profiles.

Table 2. Sample Characteristics

Gender	n	%	Marital Status	n	%
Female	174	58.0	Single	165	55.0
Male	126	42.0	Married	135	45.0
Total	300	100.0	Total	300	100.0
Age	n	%	Occupation	n	%
Younger than 20	46	15.3	Student	72	24.0
20-29	105	35.0	Public and private sector emp.	111	37.0
30-39	57	19.0	Self-employed	57	19.0
40 and older	92	30.7	Others	60	20.0
Total	300	100.0	Total	300	100.0
Education	n	%	Income level (US dollars) per month	n	%
Secondary and less	56	18.6	Less than \$750	91	30.3
University	178	59.4	\$751-\$1500	82	27.4
Master and Ph.D.	66	22.0	Higher than \$1500	127	42.3
Total	300	100.0	Total	300	100.0

Research Variables

A questionnaire, available in both English and Arabic and consisting of four sections, was formulated to collect the data for the research. In the first section, the respondents indicated their agreement level for statements about their mall shopping motives on a 7-

point Likert scale, which ranged from 1: strongly disagree to 7: strongly agree. Babin *et al.* (1994) adopted the mall shopping motives. In the second section, the mall attributes were developed for this study, and respondents were asked to evaluate 13 attractive mall attributes on a 7-point Likert-type scale, ranging from 1: not at all to 7: very likely. The third section included variables regarding visiting patterns such as frequency of visit, the amount of time and money spent in the mall, and the number of stores visited. They were measured with the ordinal scales. This section also contained the question of whether this visit was planned or spontaneous. It was evaluated with dichotomous scales. The last part of the questionnaire included six socio-demographic characteristics of the respondents, including gender, age, marital status, education level, occupation, and income level.

RESULTS

Factor analysis with varimax rotation was applied to the shopping motivations in order to reduce the large number of independent variables into a meaningful and smaller number of subsets or factor groups. In order to have practical significance, an item requires an absolute loading value of at least 0.5 (Hair, Black, Babin, & Anderson, 2014). Thus, the items with factor loadings below 0.5 were dropped from the analysis.

According to the analysis results, the shopping motivations were grouped under three headings: hedonic, efficiency, and accomplishment shopping motivations. Factor analysis explains almost 66.6% of the total changes in variations. The Kaiser-Meyer-Olkin statistic is the measure of sampling adequacy. Kaiser states values greater than .05 are acceptable, values between 0.8 and 0.9 are great, and between 0.9 and 1.0 are superb. For these data, the value of KMO is 0.89, which falls into the range of being great. Bartlett's test, $\chi^2 (105) = 2619.457$ $p < 0.001$ indicated that the correlations between items were sufficiently large enough to proceed with the factor analysis. Reliability of the scale prepared for shopping motivations was measured through the co-efficiency of Cronbach's alpha for each subscale. They were between 0.93 to 0.60, which is an acceptable level for further analysis. Table 3 presents the factor analysis results based on shopping motivations.

Table 3. Factor Analysis Results Regarding Shopping Motivations

Shopping motivations	Factor Loading	Variance %	Cronbach's Alpha
Hedonic motivations		44.398	.934
<i>I had a good time because I was able to act on the spur-of-the moment</i>	.839		
<i>This shopping trip truly felt like an escape</i>	.837		
<i>Compared to other things I could have done, the time spent shopping was truly enjoyable</i>	.835		
<i>This shopping trip was truly a joy</i>	.816		
<i>I enjoyed this shopping trip for its own sake, not just for the items I may have purchased</i>	.807		
<i>I continued to shop, not because I had to, but because I wanted to</i>	.787		
<i>During the trip, I felt the excitement of the hunt</i>	.771		
<i>I enjoyed being emerged in exciting new products</i>	.734		
<i>While shopping, I was able to forget my problems</i>	.732		
<i>While shopping, I felt a sense of adventure</i>	.729		
Efficiency		14.139	.600
<i>I couldn't buy what I really needed</i>	.824		
<i>I was disappointed because I had to go to another store(s) to complete my shopping trip</i>	.762		
<i>This shopping trip was not a very nice time out</i>	.556		
Accomplishment		8.116	.710
<i>I accomplished just what I wanted to on this shopping trip</i>	.855		
<i>While shopping, I found just the item(s) I was looking for</i>	.833		

Cluster analysis is applied after factor analysis because the objective of the paper is to segment respondents into distinctive groups according to their shopping motivations. Two-step hierarchical cluster analysis was employed following the suggestions by Punj and Steward (1983). This type of analysis combines the hierarchical analysis method of Ward with the nonhierarchical *k*-means clustering procedure.

First, Ward's method with the squared Euclidean distance was used to identify the number of clusters within the sample. An examination of the agglomeration schedule as

well as dendrogram suggested three clusters to be most appropriate in order to segment the sample. The second step involved a nonhierarchical *k*-means analysis on the three-cluster solution. The ANOVA analysis confirmed the significance of group differences; all observed F statistics exceeded critical values at the 0.001 significance level, and the post hoc procedure (Scheffe test) revealed that the clusters were statistically different with respect to the three shopping motivations. Table 4 exhibits the cluster differences in the shopping motivation dimensions.

According to the nonhierarchical *k*-means analysis results, Cluster 1 comprises 30% of the sample and had the highest mean score on hedonic shopping motivation. Therefore, it is called the hedonic customer group. Cluster 2 makes up 40% of the sample. This cluster is termed the apathetic customer group because it had the lowest mean score on every shopping motivation. Finally, Cluster 3 contains 30% of the sample and had the highest score on efficiency and achievement. Hence, it is named as the utilitarian shoppers group.

To understand the clusters in detail, cluster differences in mall attributes were tested using one-way ANOVA analysis. ANOVA analysis results indicated that the cluster groups significantly differed in terms of almost all the mall attribute dimensions except easy parking and providing security. The hedonist shoppers group had the highest scores on all mall attributes except being easy to park. These shoppers especially enjoyed having a wide assortment of merchandise and well-known brands, along with providing favorite speciality shops. The utilitarian shoppers group had the highest scores on the mall attributes after the hedonic shoppers group. They particularly liked offering high-quality merchandise, having a wide assortment of merchandise, having well-known brands, and being easy to park. The apathetic customers group scored the lowest on every mall attribute. Table 5 shows the cluster's differences regarding the mall attributes.

Table 4. Cluster Differences Based on Mall Shopping Motivations

Mall shopping motivations	Hedonic shoppers (n: 90)	Apathetic shoppers (n:120)	Utilitarian shoppers (n: 90)	F value
Hedonic	5.24	2.98	4.62	183.834***
<i>I had a good time because I was able to act on the spur-of-the moment</i>	5.00	2.78	4.18	86.637***
<i>This shopping trip truly felt like an escape</i>	5.47	2.97	5.02	122.915***
<i>Compared to other things I could have done, the time spent shopping was truly enjoyable</i>	5.36	3.17	4.88	76.013***
<i>This shopping trip was truly a joy</i>	5.52	3.10	5.23	110.100***
<i>I enjoyed this shopping trip for its own sake, not just for the items I may have purchased</i>	5.54	3.16	4.95	95.670***
<i>I continued to shop, not because I had to, but because I wanted to</i>	5.52	3.10	4.73	73.294***
<i>During the trip, I felt the excitement of the hunt</i>	4.83	2.67	3.86	60.036***
<i>I enjoyed being immersed in exciting new products</i>	5.07	2.85	4.29	64.442***
<i>While shopping, I was able to forget my problems</i>	5.42	3.20	5.35	103.912***
<i>While shopping, I felt a sense of adventure</i>	4.63	2.61	3.72	50.595***
Efficiency	4.22	3.91	5.94	70.638***
<i>I couldn't buy what I really needed</i>	3.92	4.01	6.02	71.285***
<i>I was disappointed because I had to go to another store(s) to complete my shopping trip</i>	3.83	3.91	6.18	69.775***
<i>This shopping trip was not a very nice time out</i>	4.92	3.80	5.62	40.225***
Achievement	4.14	3.91	5.70	129.427***
<i>I accomplished just what I wanted to on this shopping trip</i>	4.28	4.02	5.75	48.021***
<i>While shopping, I found just the item(s) I was looking for</i>	4.00	3.80	5.65	50.912***

Note:

-.***p <0.001; **p<0.01; *p <0.05

Table 5. Cluster Differences in the Dimensions of Mall Attributes

	Hedonic shoppers (n: 90)	Apathetic shoppers (n:120)	Utilitarian Shoppers (n: 90)	<i>F</i> value
Internal	5.23	4.24	5.63	62.796 ^{***}
Having a superior mall atmosphere	5.55	4.26	5.31	28.768 ^{***}
Having well-known brands	5.89	5.04	5.57	18.144 ^{***}
Offering attractive design and decoration	5.35	4.25	5.06	26.614 ^{***}
Having favourite specialty shops	5.76	4.51	5.22	26.773 ^{***}
Making entertainment available	5.36	3.81	5.06	54.153 ^{***}
Being family friendly	5.46	4.21	5.19	34.984 ^{***}
Products	5.63	4.82	6.00	36.528 ^{***}
Offering quality of merchandise	5.88	5.00	5.62	28.621 ^{***}
Offering wide assortment of merchandise	5.89	4.94	5.59	27.046 ^{***}
Delivering value for money	5.26	4.31	4.78	11.010 ^{***}
External	5.37	4.88	5.49	3.679 [*]
Being easy to parking	5.25	5.07	5.45	.402 ^{ns}
Providing security	5.44	4.95	5.27	10.910 ^{ns}
Providing access convenience	5.51	4.96	5.24	6.403 ^{**}

Note:

-***p <0.001; **p<0.01; *p <0.05

In order to discern statistical differences among the three clusters with respect to mall visiting patterns, chi-square analysis was conducted. The results showed that the cluster groups presented significant differences except type of visit. The hedonic shoppers group visited malls more frequently than the other groups; for example, hedonic shoppers visited a mall once or more than once a week (73.3%) compared with the utilitarian shoppers (55.7%) and the apathetic shoppers (46.7%). The number of companions slightly differentiated the groups: the hedonic (27.8%) and apathetic shopper (27.5%) groups visited malls with three and more companions than the utilitarian shopper group (21.6%). In terms of duration of a mall visit, hedonic shoppers spent more time in the malls than other shopper groups: almost 97% of the hedonic shoppers spent more than one hour, compared with 85.2% of the utilitarian shoppers group and 72.5% of the apathetic shoppers group. Cluster groups also differed in terms of number of stores visited. The hedonic shoppers group visited more shops than other shopper clusters. More than half of the hedonic shoppers (54%) visited more than five shops compared with

nearly 37% of the utilitarian shoppers group and 26.2% of the apathetic shoppers group. Table 6 displays the cluster profiles based on the visiting patterns.

Table 6. Cluster Differences Based on the Mall Visiting Patterns

Visiting patterns	Hedonic shoppers (n: 90)	Apathetic shoppers (n:120)	Utilitarian Shoppers (n: 90)	X ² value
Type of visit				6.391 ^{ns}
<i>Planned</i>	54 (73.3)	74 (60.8)	49 (55.7)	
<i>Spontaneous</i>	22 (26.7)	47 (39.2)	39 (44.3)	
Frequency of visit				28.267 ^{***}
<i>Less than once a week</i>	24 (26.7)	64 (53.3)	39 (44.3)	
<i>Once a week</i>	36 (40.0)	20 (16.7)	26 (29.5)	
<i>Two and three times a week</i>	26 (28.9)	31 (25.8)	21 (23.9)	
<i>More than three times a week</i>	4 (4.4)	5 (4.2)	2 (2.3)	
Number of companions				13.864 [*]
<i>None</i>	9 (10.0)	20 (16.7)	16 (18.2)	
<i>1-2</i>	56 (62.2)	67 (55.8)	53 (60.2)	
<i>3-4</i>	17 (18.9)	30 (25.0)	19 (21.6)	
<i>5 and more</i>	8 (8.9)	3 (2.5)	0 (0.0)	
Duration of visit				36.853 ^{***}
<i>Less than 1 hour</i>	3 (3.3)	33 (27.5)	13 (14.8)	
<i>Between 1-2 hours</i>	36 (40.0)	60 (50.0)	38 (43.2)	
<i>Between 2-3 hours</i>	36 (40.0)	22 (18.3)	25 (28.4)	
<i>More than 3 hours</i>	15 (16.7)	5 (4.2)	12 (13.6)	
Number of stores visited				16.801 ^{**}
<i>1-5 stores</i>	40 (46.0)	87 (73.7)	55 (63.2)	
<i>6-10 stores</i>	37 (42.5)	26 (22.0)	26 (29.9)	
<i>More than 10 stores</i>	10 (11.5)	5 (4.2)	6 (6.9)	

Note:

-***p <0.001; **p<0.01; *p <0.05

-Data in the parentheses show relative size of the groups as percentage. Data in the parentheses show relative size of the groups as percentage

Chi-square analysis was conducted to better understand clusters regarding whether there were statistical differences among the three clusters with respect to socio-economic variables. Of the demographic variables, gender and income level variables significantly differentiated the shopper groups. More than half of the apathetic shoppers (62.5%) were composed of male visitors compared with the hedonic (25.6.7%) and the utilitarian

shopper groups (21.6%). Work status was another demographic variable differentiating the cluster groups. The hedonic shoppers cluster consists of an almost equal percentage of respondents from different work status groups, whereas the highest percentage of utilitarian (43.2%) and apathetic shoppers (36.7%) were from public and private sector employees. Table 7 exhibits the cluster profiles based on socio-economic characteristics.

Table 7. Cluster Differences Based on Socio-Demographic Characteristics

	Hedonic shoppers (n: 90)	Apathetic shoppers (n:120)	Utilitarian Shoppers (n: 90)	X ² value
Gender				35.333***
<i>Male</i>	23 (25.6)	75 (62.5)	27 (21.6)	
<i>Female</i>	67 (74.4)	45 (37.5)	61 (69.3)	
Age				5.610 ^{ns}
<i>Younger than 20</i>	15 (16.7)	21 (17.5)	10 (11.4)	
<i>20-29</i>	34 (37.8)	41 (34.2)	30 (34.1)	
<i>30-39</i>	19 (21.1)	17 (14.2)	20 (22.7)	
<i>40 and older</i>	22 (24.4)	41 (34.2)	28 (31.8)	
Education				2.915 ^{ns}
<i>Secondary and less</i>	19 (21.1)	25 (20.8)	12 (13.6)	
<i>University</i>	52 (57.8)	67 (55.8)	58 (65.9)	
<i>Masters and Ph.D.</i>	19 (21.1)	28 (23.3)	18 (20.5)	
Work status				12.738*
<i>Self-employed</i>	17 (18.9)	28 (23.3)	11 (12.5)	
<i>Public and private sector emp.</i>	28 (31.1)	44 (36.7)	38 (43.2)	
<i>Retired, housewife or unemp.</i>	22 (24.4)	15 (12.5)	23 (26.1)	
<i>Student</i>	23 (25.6)	33 (27.5)	16 (18.2)	

Note:

-***p <0.001; **p<0.01; *p <0.05

-Data in the parentheses show relative size of the groups as percentage

CONCLUSION

This study provides an exploratory investigation of shopping motives of Lebanese mall shoppers and identified three clusters based on these motives. The primary purpose of this study was to investigate the shopping motivations of Lebanese mall visitors. The study results discovered three dimensions of shopping motivations: hedonic, achievement, and efficiency. This finding is in line with the study by Kim (2006). Second, the study segmented mall customers based on their shopping motivations and profiled them

regarding mall attributes, visiting patterns, and socio-economic characteristics. These mall shopper groups could be summarized as follows:

Cluster 1: Hedonic shoppers (n: 100, 30%). This group of shoppers scored the highest on hedonic shopping motivations. They were attracted by most of the mall attributes, especially having a wide assortment of merchandise and well-known brands, along with providing favorite speciality shops. More than two thirds of this group visited malls once a week or more. Most of them stayed in the malls for more than an hour and visited more than five shops. Nearly 75% of this group consisted of female shoppers with different occupations. Some studies have recognized hedonic shoppers. For example, Babin *et al.* (1994) divided shoppers into two groups: utilitarian and hedonic. Haanpaa (2005) also classified one of the shopper segments as hedonic shoppers. Teller *et al.* (2008) identified two groups of hedonic shoppers: pure hedonists and slight hedonists. Hedonic shoppers enjoy visiting malls for self-gratification, idea shopping, value shopping, social shopping, and role shopping. Mall managers targeting this group should focus on providing social facilities such as restaurants, cafes, and cinemas as well as well-known stores. Public places like toilets, gardens, and playgrounds are also important for hedonic shoppers.

Cluster 2: Apathetic shoppers (n: 120, 40%). This group of shoppers exhibited the lowest scores on every shopping motivation. They also had the lowest scores on all the mall attributes. More than half of this group visited malls less than once a week and stayed less than two hours. The majority of this shopper group visited one to five stores. The majority of the shoppers in this group was males and mostly private and public sector employees. Apathetic shoppers presented similar characteristics to apathetic shoppers, which were identified by Stone (1954) and Bellenger *et al.* (1977).

Cluster 3: Utilitarian shoppers (n: 90, 30%). They had second highest scores on the accomplishment and efficiency. They also exhibited the second highest scores on each mall attribute. Almost 45% of this group visited malls less than once a week, and 58% stayed less than two hours. More than half of this group also visited one to five shops. The majority of this group was female shoppers and mostly public and private sector employees. Utilitarian shoppers were also identified by other studies. For example, Kim (2006) labelled some shoppers as functional shoppers. Millan and Howard (2007) discovered strict and relaxed utilitarian shoppers. Gilboa (2012) recognized utilitarian shoppers. Malls focusing on this group of shoppers should prioritize different types of stores with a range of products and brands. Utilitarian shoppers also demand enough car parking facilities in order to shop and then leave a mall rapidly.

The study findings indicated that Lebanese mall customers share similar characteristics with customers from different countries. One should, however, keep in mind that the local culture and economic development level of the country play a significant role in determining the Lebanese customers' shopping behavior. The study also demonstrated that segmentation is a useful tool for managers in identifying different mall customers and profiling them based on mall attributes, visiting patterns, and socio-economic characteristics. Based on the segmentation, managers can easily develop their marketing plans and strategies in order to satisfy the needs of various mall customers.

This research has limitations, which should be dealt with in future works. First, this study investigated some variables that can be important for the mall shopping behavior. Further studies can integrate more variables to provide a more comprehensive understanding of mall shopping behavior in the Middle East. For example, experience shopping motives can be included in the study. Second, this study is an exploratory study aiming at clustering shoppers and finding out their characteristics instead of developing and testing hypotheses. However, further studies can develop and test hypotheses regarding the mall shopping behavior of Middle Eastern consumers. Third, further studies can employ samples from different countries such as Saudi Arabia, the United Arab Emirates, and Egypt to improve our understanding about Middle Eastern consumers. Finally, it would be interesting to compare the behavior of Middle Eastern consumers with that of other countries from other parts of the world to investigate the similarities and differences in a cross-cultural study.

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